

PLEDGE  
**1%**

# Climate Action and Green Recovery

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**PLAYBOOK**

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March 2021

**DocuSign**



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# About the Climate Action and Green Recovery Playbook

In this **Climate Action and Green Recovery Playbook**, we outline ways to get started on goal-setting for climate impact and how to leverage your employees as a key stakeholder group around climate action. We intend for this to be a starting point on your journey, and while we define and give brief context to corporate sustainability planning and environmental, social, governance (ESG) structures, we recognize that these are big topics, and require additional resources and tools to address.

We are grateful to Pledge 1% Builders: **DocuSign, Salesforce, and Silicon Valley Bank** for their expert contributions to this playbook and for authentically sharing their sustainability journey with the Pledge 1% community. It's clear these companies recognize the integral role that all of us play in the climate crisis and the importance of creating long-term strategies that consider the needs of all stakeholders, including employees, customers, policymakers, shareholders, as well as the broader community and planet.

## About Pledge 1%



**Pledge 1%** is a global movement that inspires, educates, and empowers every entrepreneur, company, and employee to leverage their assets (time, product, profit, equity) to be a force for good. Over 12,000 members in 100 countries have adopted Pledge 1%'s flexible framework to support their communities and tackle the most pressing issues of our time.

## About Our Contributors



**Amy Skeeters-Behrens**

Executive Director,  
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**DocuSign** helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature, the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. In addition to its commitment to be carbon neutral in 2022, DocuSign's signature impact initiative is focused on protecting the world's forests. Learn more at [www.docuSign.com/forests](http://www.docuSign.com/forests)



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**Salesforce**, the global customer relationship management (CRM) leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. Our core values help make Salesforce a platform for change. Since the beginning, we've believed that doing well as a company means doing good in the world. That's why we've committed our time, equity, and products to improving education, equality, and the environment for everyone. Learn more at [www.salesforce.com](http://www.salesforce.com)



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**Silicon Valley Bank:** For more than 35 years, Silicon Valley Bank (SVB) has helped innovative companies and their investors move bold ideas forward, fast. SVB provides targeted financial services and expertise through its offices in innovation centers around the world. With commercial, international and private banking services, SVB helps address the unique needs of innovators. Learn more at [svb.com](http://svb.com).

# Introduction: Why Climate Action and Green Recovery?

We face a series of converging global crises, but perhaps no issue ranks higher in our lifetime than the climate crisis. Just in the last year, we've seen devastating wildfires, hurricanes, freezes, and flooding—and a toll on human life and resources that will only continue to climb. There is no individual, company, city, or nation that won't be profoundly affected by climate change in the years to come, and for this reason, **there has never been a more critical time to recognize the role we play as companies to take action and drive change.**

We must also recognize that we are still in the midst of the most devastating global pandemic of our lifetime, one that has seen historic economic decline and job loss, not to mention the impact on public health and loss of life. While the pandemic was unforeseen -- climate change is not. We have the data and scientific forewarning to understand that

climate change will devastate far worse than the pandemic and will do so within our children's lifetimes. This acute awareness of just how inextricably linked our environment, our health, and our livelihoods are is the impetus we need to build back better, smarter, and greener.

We are in the unique position to come together as governments, businesses, and individuals to establish policies toward rebuilding -- and to prioritize a future that favors all stakeholders, including the environment. We have the opportunity for a **Green Recovery**, to hit a grand 'reset' and leverage our assets to invest in clean and renewable energy sources, create green jobs, improve business operations to reduce carbon, and plan ahead for an economic recovery that accounts for future environmental threats and climate justice.

## What is a Green Recovery?

**A Green Recovery** focuses on creating and enacting policies and solutions that benefit the planet and improve the lives of all people for years to come. It also recognizes that while investments in clean energy and jobs are crucial to protecting the environment, they alone will not lead to a Green Recovery and that giving equal focus to the intersectionality of civil rights, racial equity, and climate justice will lead to a more resilient and sustainable future for all.

# How business plays a role in the Green Recovery

Each crisis we face -- from Covid-19 to racial equity, to environmental justice -- is deeply intertwined and has a profound impact on business. For this reason, it is both the **smart thing** and the **right thing** for businesses to adapt to the changing demands of climate change and its future risks.

## The *smart thing* to do for business

### Climate risk is business risk

Business leaders globally recognize that the threats of climate change are a serious business concern. As Larry Fink wrote in his 2020 letter to CEOs, and reiterated again in his 2021 letter this year, “climate risk is investment risk.” Demand for sustainable investment options have become financially practical in our current, interconnected world, and companies who do not plan for climate resilience and commitment to net-zero will fall behind.

### Stakeholder capitalism is on the rise

“External and internal pressures to implement decarbonization strategies” have never been stronger, a report from KPMG and Eversheds Sutherland finds. Investors, key influencers, regulators, and employees have turned the spotlight on climate issues and an “ever-increasing size of the consumer demographic that has put climate change at the top of their priorities cannot be ignored.”<sup>1</sup>

### Climate action can help you attract and retain top talent

The war for top talent is on. Employees today want to work for companies whose values align with their own. Engaging your workforce around climate action, especially in these Covid-induced remote working conditions, can help you to reinforce company values, attract and retain top talent, and empower your employees to be part of the solution.

### It is a priority of UN member states

The U.S. government along with other nations, have signaled that climate change is a global priority. In his first week in office, President Biden set ambitious goals to attempt to meet the urgent demands of the climate crisis, following suit after many UN member states. Forthcoming policies are expected to encourage businesses to adapt and adhere to potential regulation, helping to achieve a carbon reduction and a path to a net-zero economy by 2050.

## The *right thing* to do for business

### Equality needs to be at the core of recovery

While the effects of climate change are global and widespread, the greatest and most severe impacts will be felt disproportionately by the world’s most vulnerable populations. Similar to what Covid-19 shed light on, climate change exacerbates global inequalities, leaving disadvantaged groups with an “increased exposure to climate hazards, increased susceptibility to damage caused by climate hazards, and a decreased ability to cope with and recover from the damage”—a ruthless and near impossible cycle to break.<sup>2</sup> In our recovery, we need to ensure that no one is left behind, and that those most impacted by climate change receive the solutions they need.

### Business has an important role to play in building the future workforce

In order to meet the clean energy goals set globally, a new workforce needs to be prepared and properly skilled for the jobs of the future. Business plays a key role in helping to educate and re-skill workers, as well as in creating green jobs.

### Our planet demands action

From global temperatures increasing over 2 degrees and sea level rises of over 8 inches in the last century, to the extreme events like hurricanes and fires we’re now seeing annually -- our planet demands quick and decisive action to stem the effects of climate change and help mitigate further devastation.

<sup>1</sup> Davies, M. T., & Hayes, M. (2020). Climate change and corporate value. Eversheds Sutherland and KPMG IMPACT. <https://home.kpmg/xx/en/home/insights/2020/11/climate-change-and-corporate-value-report.html>

<sup>2</sup> Islam, S. N., & Winkel, J. (2017). Climate Change and Social Inequality. United Nations Department of Economic & Social Affairs, 1–7. [https://www.un.org/esa/desa/papers/2017/wp152\\_2017.pdf](https://www.un.org/esa/desa/papers/2017/wp152_2017.pdf)

## Key Terms

We use several key environmental and regulatory terms in this Playbook. We've defined several here, and have additional technical terms in the appendix.

### Sustainability

In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

### Employee Resource Groups (ERGs)

Employee Resource Groups (ERGs) are voluntary, employee-led groups that foster a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices, and objectives. Other benefits include the development of future leaders, increased employee engagement, and expanded marketplace reach.

### Environmental, Social, Governance (ESG)

Environmental, Social, and Governance refers to the three central factors in measuring the sustainability and societal impact of an investment in a company or business. These criteria help to better determine the future financial performance of companies.

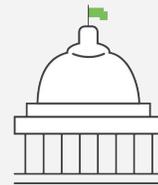
(The following definitions written by Witold Henisz, Tim Koller, and Robin Nuttall, McKinsey Quarterly)<sup>3</sup>



The **E** in ESG, **environmental criteria**, includes the energy your company takes in and the waste it discharges, the resources it needs, and the consequences for living beings as a result. Not least, E encompasses carbon emissions and climate change. Every company uses energy and resources; every company affects, and is affected by, the environment.



**S, social criteria**, addresses the relationships your company has and the reputation it fosters with people and institutions in the communities where you do business. This includes transparency around diversity, equity, and inclusion actions.



**G, governance**, is the internal system of practices, controls, and procedures your company adopts in order to govern itself, make effective decisions, comply with the law, and meet the needs of external stakeholders. Every company, which is itself a legal creation, requires governance, and it is here that goals around diversifying boards and leadership positions, as well as creating inclusive environments, become crucial.

### Pledge 1% companies can leverage their voice, time, product, profit toward all three of these pillars.

In this Climate Playbook, we primarily address the “E” in ESG, particularly around leveraging your employees as a key stakeholder toward climate action. We acknowledge the intersectionality between social indicators and the environment, including how racial equity and environmental justice are intertwined. In subsequent playbooks, we will be addressing all components of ESG.

Looking to **go beyond activating your employees and take ESG to the next level as a company?** We have a helpful **ESG Starting Guide on page 34 of the Appendix**, and additional resources coming soon to help guide your ESG planning and strategy.

<sup>3</sup> Pinner, D., & Rogers, M. (2021, February 18). America 2021: Renewing the nation's commitment to climate action. McKinsey & Company. <https://www.mckinsey.com/business-functions/sustainability/our-insights/america-2021-renewing-the-nations-commitment-to-climate-action>

# Getting Started

We recognize that companies are at different sizes and stages, and that each has a unique path when it comes to combating climate change and creating true impact. You have to do what is right for your organization. The Pledge 1% community is here for you as you evolve and progress on your journey. So how will you begin? How will you get C-Suite support? How should you pick your focus, set your goals, track improvement, and measure success? How are you going to educate, empower, and inspire your employees to be part of the solution? How can you also empower your vendors, partners, and customers to also be a force for good?

The following pages will help you think through some of the steps to **make your case internally to executives**, as well as **examples of how DocuSign, Salesforce, and Silicon Valley Bank started to build their sustainability programs**.

We will then take you through steps to:

- Activate your employees through Green Teams, company-wide sustainability events, and year-round initiatives
- Leverage Pledge 1% to plan your Earth Day and climate awareness month in April

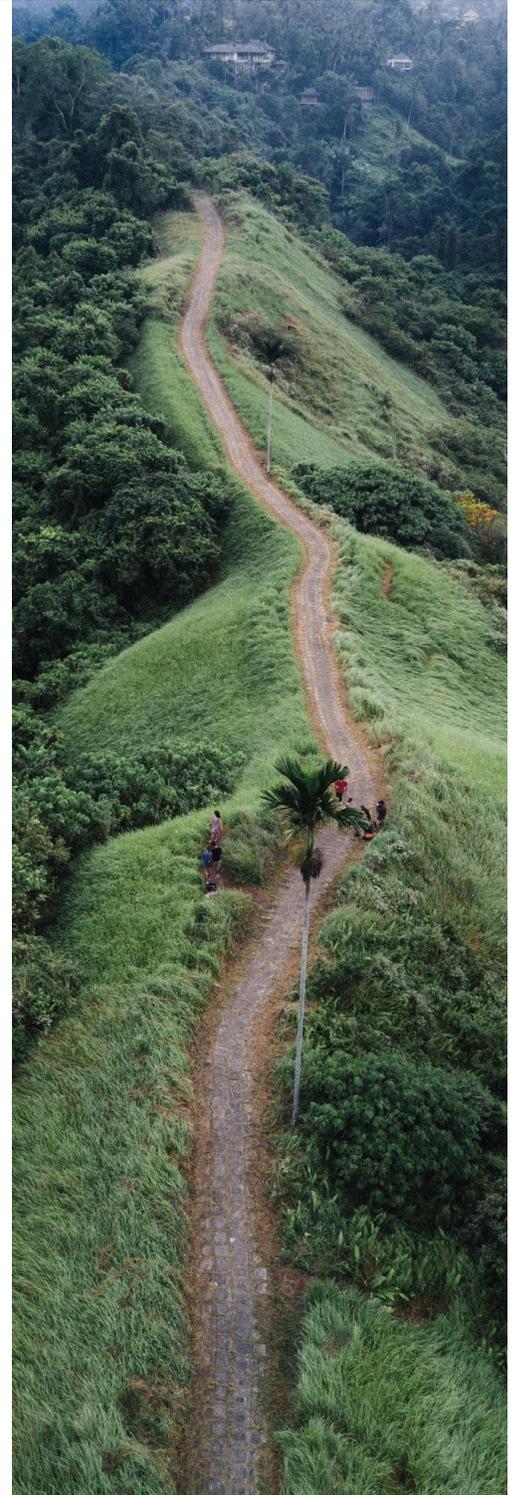
# Making the Business Case: **Benefits of Corporate Sustainability**



“ With public pressure for climate action at an all-time high, and the breadth, scale and speed in which transformation must happen, it is imperative that businesses step up for climate action.<sup>4</sup> ”

—**PATRICK FLYNN**, Vice President, Sustainability, Salesforce

- **Employee retention.** Today’s workforce wants to work for a values-driven organization that offers opportunities for employees to tap into their passions and make an impact. Business professionals who say their company positively impacts the community are 3.0x more likely to feel proud to work there.
- **Improved operational efficiencies.** Significant cost reductions can result from improving operational efficiency through better management of natural resources like water and energy, as well as minimizing waste. One study estimated that companies experience an average internal rate of return of 27% to 80% on their low carbon investments.
- **Full accounting of risk.** Sustainability increasingly is tied to a variety of risk factors for companies: financial risk, reputational risk, business continuity risk, and the risk that a company’s social license to operate may be jeopardized. “Companies and industries that are not moving towards zero-carbon emissions will be punished by investors, and go bankrupt,” the governor of the Bank of England, and now UN Special Envoy for Climate Action and Finance, Mark Carney warns.
- **Strategic decision making.** Wherever there are risks there are opportunities. “Companies are creating real strategic advantage by adopting sustainability measures their competitors can’t easily match,” says George Serafeim in a recent Harvard Business Review story. Companies that prioritize sustainability have the advantage of seeing ahead, seizing opportunities and avoiding hazards better than those who look shorter term and in a more siloed fashion.<sup>5</sup>



<sup>4,5</sup> Flynn, P. (2020, January 23). Why corporate sustainability must change. Salesforce. <https://www.salesforce.com/news/stories/why-corporate-sustainability-must-change/>

## Expert Advice: Getting Started on Corporate Sustainability

### Amy Skeeters-Behrens



#### Every sustainability journey is different

"From the beginning of DocuSign's impact journey, we knew that there was no way we could do everything at once. With a small team, we needed to identify a core priority and build out our offering before focusing in earnest on the next one."

#### Align your priorities with key constituencies

"Sustainability is increasingly important to employees, customers and investors. Especially when resources are limited, it's key to prioritize activities (e.g., measuring emissions, disclosing to CDP) that will be as broadly meaningful as possible to those constituencies."

### Danielle Conkling



#### Start small

"Get organized on where your emissions lie throughout the company - **who has the data, where the gaps might be**, if the vendor has supplied the data, whether they're allowed to supply the data. It can be a messy process, and it takes time and effort to figure out how to find and build the data set—but once you have a process, it becomes more streamlined. Last year it took two months for us to collect emissions data throughout our global offices—this year it will take us just a few weeks."

#### Grow your goals each year

"In 2021, we are considering adding other emissions topics, like commuting—expanding to not just power and energy sources but the derivatives of them, for example."

#### Find creative ways to engage employees and vendors

"Our plan moving forward is to evaluate the vendors we work with and to try to give empowering sustainable choices to our employees. Our new travel vendor gives rewards for carbon offsets and presents helpful metrics to save carbon, for example choosing to Zoom into a business meeting rather than travel."

### DOCUSIGN'S IMPACT JOURNEY AT-A-GLANCE



# Case Study: DocuSign for Forests

## The Background

From the very beginning, environmental sustainability has been an important part of the DocuSign story. Our core eSignature product alone has replaced billions of pieces of paper with digital processes, along with significant quantities of waste, water, carbon, and wood required to make that paper.<sup>6</sup>

Given our belief that DocuSign has an important role in creating a low-carbon, sustainable future, we wanted to leverage the core strengths of our products and build on the philanthropic foundations of DocuSign IMPACT in crafting a meaningful and differentiated sustainability initiative. Our ambition was to do something that would make a material impact and that would be a point of pride for employees, customers and other stakeholders.



**PHOTO** Dan Springer (DocuSign CEO), Suzanne DiBianca (Salesforce EVP of Corporate Relations and Chief Impact Officer), Paul Polman (Former Unilever CEO), and Dr. Jane Goodall at the DocuSign for Forests Launch in 2019 in Davos, Switzerland.

## Consider Your Own Unique Lens to Sustainability

We crafted our approach by asking ourselves the following key strategic questions:

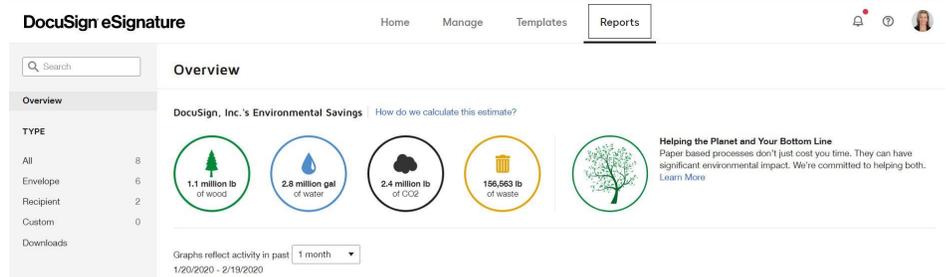
- What are we inherently good at?
- What do our employees, customers and other key stakeholders care about?
- What, if we do well, could make a significant impact in addressing the climate crisis?

The answers led us to launch DocuSign for Forests, including philanthropic support for forest-focused nonprofits, hands-on and virtual volunteer opportunities, and a paper impact calculator in our core eSignature product. Our focus on forests also informs investments in forest projects that reduce emissions as we make progress towards our goal to be operationally carbon neutral in 2022.

## Use Sustainability to Add Depth and Relevance

With DocuSign eSignature, we estimate that over 20 billion sheets of paper have been saved, equating to over 3 billion gallons of water and 3 million trees needed to make that much paper, plus over 150 million pounds of waste. And because that paper was not made, our planet was spared over 2.4 billion pounds of additional CO<sub>2</sub>.<sup>6</sup> Given these core benefits of our technology, we highlight sustainability in our business year round, not just in time de-limited, higher profile campaigns (like Green IMPACT Week). Current examples include our monthly [blog & video series](#) with forest champions like Jane Goodall and the inclusion of DocuSign for Forests at company events throughout the year.

And to make it directly relevant for our customers, we feature a “paper-impact calculator” in our core e-signature product to estimate an individual customer’s wood, water, waste, and carbon savings resulting from reduced paper use. The calculator is powered by the Environmental Paper Network, an environmental nonprofit whose mission is to promote more sustainable paper consumption and production.<sup>7</sup>



<sup>6</sup> DocuSign for Forests, <https://www.docusign.com/forests>

<sup>7</sup> Environmental Paper Network, Paper Calculator, <https://calculator.environmentalpaper.org/home>

## Case Study: DocuSign for Forests, continued



**PHOTO** DocuSign employees working with Rainforest Trust staff on capacity building workshops to support their work in the Amazon (Quito, Ecuador - 2019)

### Identify a range of ways for people to contribute

Through the DocuSign IMPACT initiative, our employees have volunteered thousands of hours at organizations promoting healthier forests.

For those interested in more compact events, our employees have volunteered with nonprofits such as Friends of the Urban Forest in San Francisco and Trees for Cities in London and Dublin to plant trees and have also pursued virtual volunteer opportunities to further these organizations' missions, when hands-on volunteering is not possible.

For those able to dedicate more time, DocuSign employees have partnered with Rainforest Trust and Team for Tech on longer term pro bono projects. For the past two years, small groups of employees have collectively volunteered over 2,000 hours developing and delivering capacity building workshops for Rainforest Trust's network of local conservation organizations. In 2019, the team traveled to the Amazon; in 2020, the workshops were delivered virtually.

### Engage Your Ecosystem

Customers and partners were central to identifying our focus on forests, so it's natural to create opportunities to bring them into the work. They have planted trees with us during our annual customer conference, volunteered in virtual sessions alongside our employees, and joined with us to raise funds for forest protection organizations. We have also engaged our developer community to "hack for forests" and create solutions benefitting forest-focused nonprofits.



**PHOTO** DocuSign CEO Dan Springer planting trees with customers in San Francisco at DocuSign's annual Momentum conference.



### Align Your Philanthropic Capital

Philanthropy is a cornerstone of our commitment to the world's forests, and we have committed over \$3 million to organizations fighting for them since 2019. One focus of our grants is to support employee engagement with DocuSign for Forests, which has included donations to urban forestry organizations in cities where our offices are located and double-matching for employee donations for forest restoration in the wake of natural disasters and fires.

Learn more at [docusign.com/forests](https://docusign.com/forests)

# Activating Employees

In today's world, attracting and retaining talent is top of mind for businesses, particularly as we continue to operate in a mostly virtual setting. Employees today want to work for companies whose values align with their own. By engaging employees in climate action, companies can reinforce their culture and values while empowering employees to be part of the solution.

Employees are increasingly one of the biggest levers in driving green policies and are an incredible resource to help you meet your company's goals.

In the following pages, we outline how you can activate your employees through:

- 1 **EMPLOYEE RESOURCE GROUPS** focused on environmental sustainability
- 2 **COMPANY-WIDE SUSTAINABILITY EVENTS** and year-round initiatives
- 3 **PLANNING A SUCCESSFUL EARTH DAY CAMPAIGN** and easy ideas for employees to implement and practice sustainability



## CONTEXT IS KEY

While **ESG (Environmental, Social, Governance)** and **ERGs (Employee Resource Groups)** may have similar acronyms and appear in similar contexts—they are different. Employee Resource Groups are very specific to meeting employee needs and meant to motivate and activate employees to help influence company policy (i.e. a Green Team), whereas an ESG program exists to meet a far wider set of stakeholder demands, particularly investor related and more integrated into business strategy.

## Starting a **Green Team** or Sustainability Employee Resource Group

Consider establishing a “Green Team,” or an employee resource group (ERG) within your company centered around sustainability. This group will be made up of employees particularly galvanized by the environmental movement, and vocal about their efforts to make your company a better climate advocate. Green Teams typically focus on two core areas:

- The company’s own operations—identifying, evaluating, and implementing sustainability opportunities within the organization, and how new systems or policies can conserve energy and carbon outputs
- Educating other employees on sustainability and engaging them in actions that they can do in the office and at home

### **Expert Advice:** Danielle Conkling, *Silicon Valley Bank*

*“We tapped two of our most vocal climate advocate employees to lead our Earth Day celebration in 2020, and to spearhead our Green Team. Our employees have always been an important influence in how we grow as a more sustainable company, and it’s been great to see their voice connected to larger corporate decisions, and to have their leadership push us toward greener standards, both internally and externally.”*

## What is the role of a Green Team?

### **Below are a few examples of work that a virtual Green Team may take on:**<sup>8</sup>

- Organize virtual lunch & learns on topics related to waste & recycling, climate change, water conservation, etc.
- Plan and execute virtual employee campaigns and events around environmental awareness, like Earth Day (see appendix for all environmental awareness dates).
- Identify and organize virtual volunteer opportunities for the staff.
- Create a blog or newsletter about sustainability you can share with employees.
- Start an environmental tip of the week in the company’s email or to share in meetings.
- Provide information to help employees compost and reduce waste while working from home.
- Establish green purchasing policies and evaluating the company’s purchases to identify more sustainable alternatives.
- In a post-pandemic environment, allow for a flexible hybrid schedule where employees can choose to work remote and refrain from driving or sitting in traffic to get to work.

<sup>8</sup> Kellogg, K. (2020, February 18). *How to create a green team at work*. Going Zero Waste. <https://www.goingzerowaste.com/blog/how-to-create-a-green-team-at-work/>

# 5 Steps to Create a Green Team at Your Company<sup>9</sup>

(The following steps originally written by Roland Meyer for [Salesforce's blog](#), with updates to a virtual context added by Pledge 1%.)

Salesforce has a well-established green team called Earthforce. Earthforce is a group of employee volunteer champions dedicated to promoting and celebrating environmental responsibility.



Participating in a green team can open up several benefits for both individuals, your company, and, of course, the environment. Those range from leadership opportunities to connecting with coworkers, even if virtually, and affecting positive change. For your company, it increases brand value, reputation, and business, helps attract and retain talent, and saves the company money.

If you don't yet have a green team at your company, follow these 5 steps that helped the Earthforce team at Salesforce get to where they are today.

## □ Organize a Group of Like-Minded Individuals

The first step is the most challenging. You feel passionate about environmental issues, and you see potential for improvement in your coworkers, and the company overall – but you can't make that happen alone. So talk and listen to your coworkers, connect with those who care, and raise awareness. Then take the first formal step by opening up an internal communication channel, like a public group in Slack or a similar chat tool. Give it a short and punchy name (like Earthforce!), and invite people you think will be interested. Organize a first meeting, or a brown-bag virtual Lunch & Learn. Take advantage of global events like Earth Day to drum up interest. Don't be put off if only a few people show up – be prepared to start off small.

## □ Create Realistic Goals

After taking the first step, you tend to expect progress fast. But most likely it's going to take longer. Set realistic expectations by creating realistic goals. Not having defined goals will make it difficult for you to measure what you have achieved. However short and simple at first, start by trying to formulate the Vision you have for the team and the year, the Values you want to exhibit, the Methods you will employ, the Obstacles you foresee, and the Measures you want to rate our success against. This “[V2MOM](#)”, as we call it at Salesforce, gets revisited and fine-tuned regularly, throughout the year. It helps to set achievable goals, and adapt as you go along.

## □ Communicate, Engage, Organize

Make sure to broadcast what you are doing to the larger organization. Posting your information to Chatter or other company social network. Make your posts compelling and engaging and have fun with it. Invite guest speakers from local non-profits, or community organizations, to speak at virtual company events. Organize screenings of films and documentaries on sustainability issues. And whether your company has a formal volunteer program or not, organize virtual volunteering opportunities that can be done safely, like weeding, planting trees, and beach clean-ups. Don't forget to take pictures and share them! We found this to be most effective because people like to share what they've done and feel connected to others in the organization.

<sup>9</sup> Meyer, R. (2017, April 5). 5 Steps to Create a Green Team at Your Company. Salesforce. <https://www.salesforce.com/content/blogs/us/en/2017/04/steps-to-create-green-team.html>

## □ Get Corporate Support

You can take visibility and engagement to the next level in your organization if you find leaders to support your mission. Especially at smaller companies, this step could come before or alongside Step 3; in the case of Earthforce, it came after we had a well-established team. Start off by identifying which executives might be passionate about sustainability. Set up a meeting, make a pitch and be sure to end the presentation with a concrete and achievable ask so the executive knows exactly how he or she can help.

## □ Drive Adoption and Growth

Once established, it's very important to keep driving adoption of green principles among your employees, and grow the impact your team is having. We introduce Earthforce, and what we do, to new employees at new hire orientation in order to catch them on their very first day. We also look beyond Salesforce to learn and grow our ecosystem – we reach out to local nonprofits to volunteer and help them raise awareness of what they do. We are working to build relationships with green teams from other companies – to learn and share, volunteer together, and combine efforts for events like Earth Day. Keeping thinking of new and innovative ways to get your message across, and the possibilities are endless!

**Getting involved in a green team is rewarding, exciting, and fun. Plus, you're doing it for a great cause. Now go ahead and get started!**

*Photo credit: Salesforce*



## At A Glance: Examples of Employee Resource Groups

### DocuSign: Green Impact Teams

**OVERVIEW** DocuSign's Green Impact Teams are regionally organized, with dozens of employee volunteers in each location, across a dozen offices.

**ABOUT** Green Impact Teams work to identify and develop opportunities to reduce the company's impact on the environment and build a sense of community around a shared passion to reduce consumption and create a more sustainable future. They work to promote sustainability throughout DocuSign's culture – from purchasing decisions to emissions reductions in our operations to employee events and beyond.

**GOVERNANCE** Regional and local teams meet regularly on their own, then come together as a large group of Green Impact Teams quarterly to report out on goals and progress.

#### CORE ACTIVITIES INCLUDE

- Support DocuSign's Sustainability goals by helping to reduce carbon emissions in local offices.
- Collaborate with Workplace Services and other internal stakeholders to advise on and pursue environmentally sustainable business practices.
- Organize speakers and take action on environmental issues locally and globally.
- Partner with customers and others within our community to drive change, such as joint tree-planting events.
- Support employees in their efforts to adopt environmentally sustainable lifestyles.
- Align with DocuSign for Forests and DocuSign IMPACT to encourage employee volunteering and philanthropy in the realm of environmental sustainability.

*Photo credit: DocuSign*



## At A Glance: Examples of Employee Resource Groups



### Earthforce

**ABOUT** Earthforce is one of Salesforce’s many employee resource groups. Earthforce is a group of employee volunteer champions dedicated to promoting and celebrating environmental responsibility at Salesforce. The group shares a passion for sustainability and believes in equal access to clean energy, air, and water. Members live green at work and at home while inspiring their networks to do the same. We currently have active member groups at offices around the world, and we host quarterly activities and ongoing learning campaigns. In addition, we work with local communities to create a greener world for all.

**GOVERNANCE** Earthforce has a formal global leadership team of 9 leaders around the world, in addition to 90+ local leaders.

**CORE ACTIVITIES** Most local teams host monthly or quarterly meetings. The global leadership team shares out monthly communications of Earthforce happenings and executes Earthforce’s Earth Month campaign annually which consists of multiple events, an internal marketing campaign, and a variety of ways employees can get involved.

*Photo credits: Salesforce*



## At A Glance: Examples of Employee Resource Groups



### Green Team

(\*Note: SVB's Green Team is not a traditional ERG, it is sponsored by SVB's ESG program office)

**YEAR ESTABLISHED** 2020

**EMPLOYEES INVOLVED** Almost 200

**ABOUT** The Silicon Valley Bank Green Team is an employee-driven group of individuals who are passionate about sustainability and the environment. Their mission is to inform, raise awareness and champion our company's green practices, initiatives, and individual climate impact.

**GOVERNANCE** This group informally reports into the ESG Program Office, and has two global co-leads with both a US leadership team and a EMEA leadership team overseeing the Green Team's initiatives, activities, and events.

**CORE ACTIVITIES** Our Green Team includes educating employees, sharing resources and creating a culture that provides opportunities for employees to make a positive impact on the planet. This group is planning our Earth Day celebration this year, the biggest celebration we've had around climate – virtually broadcasting to all employees globally at our weekly company all hands meeting. We will share initiatives and goals, highlight three of our clients focused on sustainability and climate, including another Pledge 1% member.

*Photo credits: Silicon Valley Bank*



## Planning company-wide sustainability events and year-round initiatives

The following is a **sample checklist** for creating an employee action campaign/event around climate advocacy. Events like this can be led internally by your Green Team or sustainability group, or run centrally as a company-wide initiative.

- Identify who is leading/responsible, and the resources they will need**  
This might naturally be your Sustainability or Green Team, but identify if other parts of the business will be involved, how to collaborate cross-functionally across departments, regions, and focus areas to get the most engagement and participation.

- Identify the theme, focus, or celebratory ‘day/week’ that you’re celebrating**  
There are so many days to celebrate our planet, and many things you and your employees can do every day to keep this top of mind. When it comes to all-company campaigns around climate action and sustainability, we recommend centering around a global day or week - to both educate employees about the significance of the day, and amplify your impact.

Examples of events to rally your efforts around (see appendix for additional environmental awareness dates):

### Annual Days/Months of the Year

March 21: International Day of Forests

Month of April: Earth Month

April 22: Earth Day

June 5: World Environment Day

June 8: World Oceans Day

September 21: Zero Emissions Day

October 24: International Day of Climate Action

### Global Events

#### World Economic Forum Annual Meeting at Davos (January)

The World Economic Forum Annual Meeting in Davos-Klosters is the foremost creative force for engaging the world's top leaders in collaborative activities to shape the global, regional and industry agendas at the beginning of each year.

#### Conference of Parties (COP) (November or December)

The Conference of the Parties (COP) is the apex decision-making body of the United Nations Framework Convention on Climate Change (UNFCCC).

#### United Nations General Assembly Annual Meeting (September)

The United Nations General Assembly (UNGA) meets annually in September at UN Headquarters in New York City.

DocuSign

### EXPERT ADVICE

#### Amy Skeeters-Behrens

“Find a time that works best for your business and for your employees. At DocuSign, we host our Green Impact Week in March, leading up to the UN's International Day of Forests. It makes sense for us because Earth Day in April competes with end-of-fiscal-quarter priorities, making it hard for employees to join in activities at that time. Additionally, the March date aligns well with our signature initiative to protect the world's forests, DocuSign for Forests. Our Green Impact Teams are central to producing Green Impact Week putting together activities and themes for each day of the week.”

# Planning company-wide sustainability events and year-round initiatives

## Climate Week (September)

Climate Week NYC is the largest of a number of climate events that take place around the world. The event in NYC takes place alongside the UN General Assembly and brings together international leaders from business, government and civil society to showcase global climate action. Climate Week NYC is run by [The Climate Group](#).

### Offer a variety of ways to get involved

In order to reach optimal engagement in your campaign or celebration, create several different opportunities for your employees to get involved. Centrally plan select global sessions, encourage Green Team Leaders to create location-specific options, promote nonprofits for donations, and line up relevant info sessions for employees.

## DocuSign

For **Green Impact Week** in March, we developed thematic programming for each day to ensure there is something for everyone.

DocuSign	<b>M:</b> Meatless Monday
	<b>T:</b> Green Team Tuesday
	<b>W:</b> Waste Less Wednesday
	<b>T:</b> Thriving Planet Thursday
	<b>F:</b> Forest Friday

### Make it measurable and impactful

The most important part of your campaign and employee events is that you're creating a real impact. Find ways to track employee actions, dollars raised, hours volunteered, and more. Consider making an even greater impact by matching employee dollars raised.



**Silicon Valley Bank** offers a 2:1 donation match for causes employees care about and provides virtual volunteer opportunities benefiting causes including environmental and wildlife conservation and climate change efforts to amplify impact. Through our *SVB in the Community* giving platform, we also challenge employees to learn and become more sustainable in different ways from going paperless to trying Meatless Mondays to switching lighting to LED at home.

### Connect back to the issue focus

Educate employees about the cause you're focused on, and if you're offering an employee match or grant, inform where this money is going, and offer the nonprofit or organization the chance to speak to employees and get engaged further with your company. Employees will learn much more about the issue from those working directly to solve it, and will feel more connected, aware, and passionate if they're able to engage more closely.

## DocuSign

DocuSign's Green Impact Week is centered around our commitment to the world's forests and features virtual volunteering and informational sessions with DocuSign for Forests grantees, like Friends of the Urban Forest, The Wilderness Society and Rainforest Trust.

# Planning company-wide sustainability events and year-round initiatives

## □ Make it fun and engaging

Create the space to encourage employees and track their progress. You can do this through gamification and competition to incentivize involvement and increased engagement.

For example:

- Break employees into groups and create competitions around goals like trash picked up, trees planted, plastic saved, miles biked vs. driven, etc.
- Leverage a charitable donation-management, like Benevity, to create challenges for employees to compete in.
- Offer a tree to plant or seed packet to plant as a virtual team building activity.



Salesforce set a goal to support and mobilize the conservation, restoration, and growth of 100 million [trees](#) by 2030. They partnered with Plant-for-the-Planet to track and share progress through a running 'leaderboard' of "Forest Frontrunners."

Salesforce	
Forest Frontrunners	
	Most Recent
Salesforce	3,046,071 Trees
Miguel C.	1,000 Trees
Salesforce	980 Trees
Amy R.	750 Trees
Morgan G.	718 Trees
Salesforce	675 Trees
David C.	514 Trees
Nate Arnold	500 Trees

## □ Communicate, communicate, communicate

If employees aren't aware of your climate campaign, or don't know how to get involved, then the campaign itself will not reach its full impact. Post to employee forums, send invitations, create a newsletter, blog, landing page, or Slack channel. If you're working from the office, post upcoming events in bathroom stalls. There are a variety of ways to raise awareness, both in virtual work settings and in person.



Information about Green IMPACT Week is shared in advance via Slack and via calendar invitations, with each communication linking back to a page on the company intranet listing all activities. Employees are encouraged to share via the #green-impact Slack channel during the week (e.g., posting pictures of themselves in a forest for #forestfriday.)



# Engaging Your Employees On Climate Action Year Round

The following excerpt originally written for **Salesforce's** *The 360 Blog*<sup>10</sup>. You can find the full blog [post here](#).

## Virtual Lunch & Learn

Invite a representative from a nonprofit or employees passionate about an environmental issue to give a short talk during lunchtime. It's a fun way to share knowledge that fits into employees' busy schedules. Everyone comes away with new ideas about how to integrate sustainability into everyday life.

Here are example themes from recent Earthforce lunch and learns:

- Earth-friendly ways to dispose of items
- Zero-waste cosmetics, household, or kitchen products
- Try out "[Meatless Monday](#)," when you don't eat any meat for one day a week (You can make any day of the week meatless)
- Efforts to understand and reverse the loss of bee colonies
- Your company's executives talk about what the company is doing about sustainability

## Documentary Screenings

Movies can tell emotional stories that are a catalyst for life changes. That's why Earthforce has found that documentaries are an entertaining way to start conversations about sustainability issues. Below are documentaries that showcase environmental issues through personal and powerful stories.

**Our Planet:** Our Planet, explores Earth's important habitats and the life they support, and shows how they're being affected by rising temperatures and sea levels, ocean acidification, and subsequent wildlife population decline.

**An American Ascent:** African-American climbers set out to reach the summit of Mount Denali on the anniversary of the first ascent. It's an inspiring story about the importance of protecting all the beauty that the world has to offer.

**The True Cost:** Filmmaker Andrew Morgan travels around the globe to see the people who make clothes for the world. This movie encourages us to ask how clothes can impact the environment.

**An Inconvenient Truth:** Oscar-winning documentary about the environment featuring the unlikely of movie stars. Former vice president Al Gore is the centerpiece of this film, giving a conference-style presentation in front of an audience with few aids beyond slides. It's the movie that inspired thousands to take climate change seriously with detailed facts and a hopeful message.

**The Story of Plastic:** The Story of Plastic is a searing expose revealing the ugly truth behind plastic pollution and the false solution of plastic recycling, presenting a cohesive timeline of how we got to our current global plastic pollution crisis and how the oil and gas industry has successfully manipulated the narrative around it.



Photo credit: Salesforce

<sup>10</sup> Scampoli, Leah. Beyond Earth Month: Ways to Engage Employees on Sustainability Year-Round. Salesforce, "The 360 Blog," May 17, 2019.

## Additional Resources to Engage Your Employees On Climate Action

### Trailhead: Create a Sustainable Future

The [Create a Sustainable Future](#) trailhead offers a series of modules for individuals to learn how to make a positive impact and combat the effects of climate change.



### Sustainability At Home Guide

The [Sustainability At Home](#) guide is intended to provide suggestions to make working from home more comfortable, productive, and sustainable by sharing actionable ways to improve both your workspace and the planet.

### Healthy Materials In The Workplace

The [Healthy Materials in the Workplace](#) is an introductory guide intended to break down the complex world of material optimization and outline our own approach to building and material health.

### More Than a Megawatt: Embedding Social & Environmental Impact in the Renewable Energy Procurement Process

This [More Than a Megawatt](#) paper provides a starting framework and expert third-party guidance on how to maximize the positive impacts of renewable energy purchases and minimize the negative impacts.



Photo credit: Salesforce

# Pledge 1% Earth Day 2021 Toolkit



## Coming together to protect our planet this Earth Day.



#PledgetoPreserve

Earth Day | April 22, 2021

This past year, we experienced unprecedented climate devastation around the globe — from rampant wildfires, to record breaking temperatures, to disastrous hurricanes and flooding. There has never been a more crucial time than now to come together to protect our planet.

Although we are not able to celebrate Earth Day with our teams in person this year, there are still many impactful ways to take part — on both the individual and company level. We have put together a number of programs for this year's celebration that are intended to help you and your teams get involved in a safe and meaningful way. In addition, we encourage you to share any ideas and content with our team at [kait@pledge1percent.org](mailto:kait@pledge1percent.org).

## Campaign Timeline

Earth Day is a great opportunity to rally your teams to promote sustainability and the continued protection of our planet. But fighting climate change and accelerating conservation is not a one day task. It's something we all must think about every day if we want to make impactful and lasting change.

We will be sharing content, ideas, stories, and tools all April to prepare you and your teams to join the global celebration on Earth Day. You can use the timeline below to help you participate in Earth Day well beyond (and before) April 22.

### 7 WEEKS OUT (MARCH & APRIL): Setting up your company's sustainability program

Download the Climate Action Playbook and learn how you can integrate the latest sustainability practices into your everyday business operations. The playbook includes case studies from companies like Salesforce, Docusign & Silicon Valley Bank, advice from sustainability experts, and ideas and tools to help you implement programs that promote sustainability and bake it into your day-to-day work.

***TIP: Download the Playbook ASAP so you can implement programs ahead of Earth Day! You can then share your progress and ideas as part of our April campaigns.***

## 3 WEEKS OUT (APRIL 1-22, 2021): Sharing ideas & setting the example for other businesses

### #22WaysToRestore: An Earth Month challenge for Pledge 1% Members

Starting April 1st, Pledge 1% will **post 1 challenge or tip a day on Twitter** leading up to Earth Day, April 22nd, for you and your teams to complete. From opting for digital billing vs. paper, issuing a #MeatlessMonday, or creating an internal environmental awareness green team, we're pulling top ideas from our members to help your teams develop and activate your sustainability policy.

#### We also want to hear from you!

All April, we will be aggregating Pledge 1% member suggestions of how to participate in Earth Day to share as part of this campaign. You can:

- **Post your ideas and quick tips** for us to reduce our carbon footprint and tag [@PledgeOne](#) so we can share as part of this series.
- **Share selfies, Zoom pics, and other photos or videos from your teams** as they recycle, volunteer, or show what they are doing to preserve our planet. All activities--big and small--are welcome!
- **Share photos of your team and their families participating at home.** As we continue to work from home, we see this as an opportunity to get your families involved and to teach them about sustainability! Share in a blog post or on social media how you are talking to your kids about climate change and how you are inspiring them to help.
- **Record a short video sharing why you #PledgetoPreserve.** You can pick a category (see below) or share a personal story of why this matters to you, your team, your families, and your community.
- **Use our [#unselfie template](#) to write and share why you #PledgetoPreserve.** Download and write the reasons why this is important!

*Need inspiration?* Here are some quick categories/topic areas you can focus on:

- Ocean: Save our waters
- Land: Save our land and resources
- Animals: Protect the health of our favorite animals
- Air: Clean our atmosphere
- **Among others!**

## 10 DAYS OUT (APRIL 10-22, 2021): Changing Culture through thought leadership

### "A Planet of Hope": Thought leadership pieces from our members

We constantly draw inspiration from our Pledge 1% members and the innovative ways they are working to make an impact. That's why we will publish a series of blog posts the week leading up to April 22nd featuring founders, CEOs, and other leaders in our network sharing their hope for the future of environmental impact, as well as how their companies and teams are working to achieve this.

These pieces will offer Pledge 1% members a fresh perspective on the various ways they can get involved with protecting the planet and mitigating the devastating effects of climate change. In addition to our blog, each piece will be designed and shared on our [LinkedIn](#) and [Twitter](#).

You can post each piece on social media and tag us, or email your content to [kait@pledge1percent.org](mailto:kait@pledge1percent.org) and we will design for our channels.

Here are some ideas to help you get started:

- **Share a personal story** to explain why this cause matters to you and your community
- **Write a short piece with your hope for the future** - what world do you want to leave for your kids? For their kids?
- **Provide ideas for how businesses can play a role in protecting the planet**
- **Share tips** for how other leaders can promote sustainability and a culture that prioritizes green operations
- **Write about a staff member, volunteer, or a person in your community** that is working to mitigate climate change and who inspires you

You can share this opportunity with your Board, portfolio companies, clients, and team members - it's through our combined voices that we can be a driving force for real impact.

## DAY OF (APRIL 22, 2021)

### #15ForThePlanet: Quick Tips for Pledge 1% Members

Did you know that 1% of your day is roughly 15 minutes? To inspire participation, even at a smaller level, we will be sharing 15 things you can do in 15 minutes or less to help improve the well-being of our planet. Here's our plan:

- We will share 1 tip every 15 minutes starting at 9am PST/ 12pm EST.
- We will then post all 15 tips as a listicle on our blog and social media, so you can refer to these ideas throughout the year.

Tune in to our [Twitter \(@PledgeOne\)](#) throughout the day or [email us](#) your tips in advance and we can add them to the lineup!

## Logo & Graphics

Feel free to use any of the below logos and graphics for your Earth Day stories and social media posts. You can download all logos in the folders below, or right click on the images directly to save.

### TWITTER



**LINKEDIN**



## Additional Questions?

Please [email our team](#) if you have any additional ideas, or questions on how you can take part. Also, if your company has any existing programs, events, etc. planned for the day, let us know and we will help spread the word!

# Conclusion

The urgency of the climate crisis calls upon each and every nation, company, and individual to come together and work towards a sustainable, inclusive and resilient recovery.

Through this Climate Playbook, we hope to guide each Pledge 1% company from pledge to action, to leverage your unique resources and assets, your employee time and talent, and your internal and external policies to consider all stakeholders—the planet included.

**If you have feedback on this Playbook, or suggestions to share, we'd love to hear from you! Send us a note to [rose@pledge1percent.org](mailto:rose@pledge1percent.org)**

“

Now more than ever, it is of vital importance for businesses to become climate advocates. We're facing down irreparable harm to our planet, so we need all businesses to use not only their influence but also their core competencies and rapid innovation to create solutions that will tackle climate change. ”

—**SUZANNE DIBIANCA**, EVP,  
Corporate Relations and Chief  
Impact Officer, Salesforce

# Appendix

## Our Planet Demands Action: Data & Statistics<sup>11</sup>

- **Global Temperature Rise:** “The planet's average surface temperature has risen about 2.12 degrees Fahrenheit (1.18 degrees Celsius) since the late 19th century, a change driven largely by increased carbon dioxide emissions into the atmosphere and other human activities. Most of the warming occurred in the past 40 years, with the seven most recent years being the warmest. The years 2016 and 2020 are tied for the warmest year on record.”
- **Warming Ocean:** “The ocean has absorbed much of this increased heat, with the top 100 meters (about 328 feet) of ocean showing warming of more than 0.6 degrees Fahrenheit (0.33 degrees Celsius) since 1969. Earth stores 90% of the extra energy in the ocean.”
- **Shrinking Ice Sheets:** “The Greenland and Antarctic ice sheets have decreased in mass. Data from NASA's Gravity Recovery and Climate Experiment show Greenland lost an average of 279 billion tons of ice per year between 1993 and 2019, while Antarctica lost about 148 billion tons of ice per year
- **Glacial Retreat:** “Glaciers are retreating almost everywhere around the world — including in the Alps, Himalayas, Andes, Rockies, Alaska, and Africa.”
- **Sea Level Rise:** “Global sea level rose about 8 inches (20 centimeters) in the last century. The rate in the last two decades, however, is nearly double that of the last century and accelerating slightly every year.”
- **Declining Arctic Ice Sheet:** “Both the extent and thickness of Arctic sea ice has declined rapidly over the last several decades.”
- **Extreme Events:** “The number of record high temperature events in the United States has been increasing, while the number of record low temperature events has been decreasing, since 1950. The U.S. has also witnessed increasing numbers of intense rainfall events.”
- **Ocean Acidification:** “Since the beginning of the Industrial Revolution, the acidity of surface ocean waters has increased by about 30%. This increase is the result of humans emitting more carbon dioxide into the atmosphere and hence more being absorbed into the ocean. The ocean has absorbed between 20% and 30% of total anthropogenic carbon dioxide emissions in recent decades (7.2 to 10.8 billion metric tons per year).”

<sup>11</sup> Climate change: How do we know? (n.d.). NASA Climate. Retrieved February 22, 2021, from <https://climate.nasa.gov/evidence/>

## Key Terms<sup>12</sup>

### **Carbon Footprint**

The total amount of greenhouse gases that are emitted into the atmosphere each year by a person, family, building, organization, or company. A person's carbon footprint includes greenhouse gas emissions from fuel that an individual burns directly, such as by heating a home or riding in a car. It also includes greenhouse gases that come from producing the goods or services that the individual uses, including emissions from power plants that make electricity, factories that make products, and landfills where trash gets sent.

### **Carbon Neutral**

Carbon neutrality refers to achieving net zero carbon dioxide emissions by balancing carbon dioxide emissions with removal or simply eliminating carbon dioxide emissions altogether.

### **Climate Change**

Climate change refers to any significant change in the measures of climate lasting for an extended period of time. In other words, climate change includes major changes in temperature, precipitation, or wind patterns, among others, that occur over several decades or longer.

### **Emission**

The release of a substance (usually a gas when referring to the subject of climate change) into the atmosphere.

### **Greenhouse gases (GHGs)**

The atmospheric gases responsible for causing global warming and climate change. The major GHGs are carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>) and nitrous oxide (N<sub>2</sub>O). Less prevalent --but very powerful -- greenhouse gases are hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF<sub>6</sub>).

### **Mitigation**

In the context of climate change, a human intervention to reduce the sources or enhance the sinks of greenhouse gases. Examples include using fossil fuels more efficiently for industrial processes or electricity generation, switching to solar energy or wind power, improving the insulation of buildings, and expanding forests and other "sinks" to remove greater amounts of carbon dioxide from the atmosphere.

### **Renewable Energy**

Energy resources that are naturally replenishing such as biomass, hydro, geothermal, solar, wind, ocean thermal, wave action, and tidal action.

### **Resilience**

A capability to anticipate, prepare for, respond to, and recover from significant multi-hazard threats with minimum damage to social well-being, the economy, and the environment.

### **Vulnerability**

The degree to which a system is susceptible to, or unable to cope with, adverse effects of climate change, including climate variability and extremes. Vulnerability is a function of the character, magnitude, and rate of climate variation to which a system is exposed, its sensitivity, and its adaptive capacity.

<sup>12</sup>Glossary of Climate Change Terms. (n.d.). United States Environmental Protection Agency. Retrieved March 1, 2021, from [https://19january2017snapshot.epa.gov/climatechange/glossary-climate-change-terms\\_.html/](https://19january2017snapshot.epa.gov/climatechange/glossary-climate-change-terms_.html/)

## How to get started on your ESG planning

Starting this journey early is important to gain traction, momentum, and demonstrate early wins. Often ESG work needs to demonstrate value without a budget. This takes volunteer time from passionate internal staff members in order to make their ideas (i.e. a Green Team) a reality.

*“As more and more investors choose to tilt their investments towards sustainability-focused companies, the tectonic shift we are seeing will accelerate further... It’s not just that broad-market ESG indexes are outperforming counterparts. It’s that within industries – from automobiles to banks to oil and gas companies – we are seeing another divergence: companies with better ESG profiles are performing better than their peers, enjoying a “sustainability premium.”*

—LARRY FINK, Chairman and Chief Executive Officer of BlackRock

- 1 **Understand your stakeholders** and the internal and external landscape, appetite and demands for ESG, including motivations and aspirations and resources/budget. Tip: Find an internal executive to help champion your cause and open new doors.
- 2 **Run a materiality\* study** to identify, refine, and assess the numerous potential environmental, social, and governance issues that could affect your business and are most important to your stakeholders.
- 3 **Educate, raise awareness of ESG broadly, and make your case** to leaders and key decision makers. Tip: Peer review and find competitor data and materiality to make the business case to each individual C-suite (e.g. CFO needs costs savings business case; CMO needs brand reach business case; CSO needs supply chain efficiency, etc.)
- 4 Ensure that there is **oversight, governance, and authentic investment and interest** in ESG at your leadership and decision making levels. Create goals and key performance indicators based off your materiality study and C-suite sign off. Leverage investors if needed, to put pressure on remaining lagging C-suite decision-makers.
- 5 Know this is a **new, fast evolving area** and that we are all **still learning** but need to be ready to move quickly and adapt

## Is ESG just for large companies?

Practicing sustainability is not just for large enterprises. Small and mid-sized businesses (SMBs) can certainly make a difference when it comes to helping the planet (99.9% of U.S. businesses are small businesses, after all) and many of these same steps are applicable across company size and stage.

\*One way to find what is material to your organization is through the Sustainability Accounting Standards Board (SASB)'s Materiality Map: <https://www.sasb.org/standards/materiality-map/>

# Sustainability & Environmental Days of the Year<sup>13</sup>

Full list found [here](#), courtesy of *Green Dreamer*.

## FEBRUARY

February 2: [World Wetlands Day](#)  
February 27: [World Polar Bear Day](#)

## MARCH

March 3: [World Wildlife Day](#)  
March 14: [International Day of Action for Rivers](#)  
March 15: [World Consumer Rights Day](#)  
March 18: [Global Recycling Day](#)  
March 20: [World Sparrow Day](#)  
March 21: [International Day of Forests; World Wood Day](#)  
March 22: [World Water Day](#)

## APRIL

April 21: [Fish Migration Day](#)  
April 22: [Earth Day](#)  
April 26: [Arbor Day\\*](#)

## MAY

May 10: [Green Dreamer Day](#)  
May 11: [International Migratory Bird Day](#)  
May 17: [Endangered Species Day](#)  
May 22: [World Biodiversity Day](#)  
May 23: [World Turtle Day](#)  
May 17: [Bike to Work Day\\*](#)

## JUNE

June 5: [World Environment Day](#)  
June 8: [World Oceans Day](#)  
June 9: [Coral Triangle Day](#)  
June 15: [Nature Photography Day](#)  
June 16: [World Sea Turtle Day](#)  
June 15: [Global Wind Day](#)  
June 17: [World Day to Combat Desertification & Drought](#)  
June 21: [World Giraffe Day](#)

## JULY

July: [Plastic Free July](#)

July 11: [World Population Day](#)

July 29: [World Tiger Day](#)

## AUGUST

August 10: [World Lion Day](#)  
August 12: [World Elephant Day](#)  
August 19: [World Orangutan Day](#)  
August 22: [National Honey Bee Day\\*](#)

## SEPTEMBER

September 15: [World Cleanup Day](#)  
September 16: [International Day for the Preservation of the Ozone Layer](#)  
September 18: [World Water Monitoring Day](#)  
September 21: [Zero Emissions Day](#)  
September 22: [Car Free Day](#)  
September 22: [World Rhino Day](#)  
September 26: [World Environmental Health Day](#)  
September 29: [World Rivers Day](#)

## OCTOBER

October 1: [World Vegetarian Day](#)  
October 4: [World Animal Day](#)  
October 5: [Energy Efficiency Day](#)  
October 7: [World Habitat Day](#)  
October 16: [World Food Day](#)  
October 28: Sustainability Day (the fourth Wed. of October each year)  
October 24: [International Day of Climate Action](#)

## NOVEMBER

November 1: [World Vegan Day](#)  
November 6: [International Day for Preventing the Exploitation of the Environment in War and Armed Conflict](#)  
November 15: [America Recycles Day\\*](#)  
November 17: [Take a Hike Day\\*](#)

## DECEMBER

December 5: [World Soil Day](#)  
December 11: [International Mountain Day](#)

<sup>13</sup> Environmental Awareness Dates. (n.d.). Green Dreamer. Retrieved February 21, 2021, from <https://greendreamer.com/environmental-awareness-dates>

# Earth Day Activities To Do With Your Kids<sup>14</sup>

## Arts & Crafts

- [Learn how to make paper](#) [via Tinkerlab]
- [DIY reusable gift wrap](#) [via Buggy and Buddy]
- [Make an Earth Day collage](#) [via I Heart Crafty Things]
- [Make seed balls from recycled paper to plant](#) [via Buggy and Buddy]
- [Peanut Butter Bird Feeder](#) [via Tinkerlab]
- [Cornhusk doll](#) [via Garden Mama]
- [Sun prints on fabric](#) [via Tinkerlab]

## Garden & Outdoor Activities

- [Plant and grow seeds together](#) [via Buggy and Buddy]
- [Earth Day scavenger hunt](#) [via Buggy and Buddy]
- [Painted stones](#) [via Garden Mama]

## Science and Experiments

- [Investigate the Impact of Humans on Ocean Animals](#) [via Rainy Day Mum]
- [Oil Spill CleanUp Experiment](#) [via Kitchen Counter Chronicles]
- [Learn about carbon footprints](#) [via Kitchen Counter Chronicles]
- [Learn about recycling](#) [via Pre-K Pages]
- [Simple soil science](#) [via Left Brain Craft Brain]
- [Learn about different plastics](#) [via Left Brain Craft Brain]



<sup>14</sup> Chelsey. (2020, April 20). 15 Meaningful Earth Day Activities for Kids. Buggy and Buddy. <https://buggyandbuddy.com/15-meaningful-earth-day-activities-for-kids/>

## Additional Ideas for Your Office Climate Events

### Barrel Bag for Corporate Impact

Barrel Bag is a high impact, turnkey, brand building CSR/ESG solution to plastic pollution that demonstrates your organization's environmental leadership. [Learn more here.](#)



- Co-brandable — elevates your organization's name and builds brand loyalty
- Establishes employee and customer pride
- Serves as a lasting keepsake and appreciation gift
- Enables your community to continue to pitch in long after your event has ended

# References

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